

Approved Audits/Applications Committee 9/19/08

Organization Name: MISSOURI RIVER COUNTRY

Project Name: New Ad Design

Opportunity/FY08/09

Approval Requested

 X **Final**

 Preliminary

Application Completed by: Carla Hunsley, Executive Director

Date: September 17, 2008

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Missouri River Country has decided to design a new ad for the Montana Vacation Planner that can also be used in other publications for advertising. Our ad agency, Wendt, will design a 3.75" wide x 2.1875" high ad with a scenery picture that Missouri River Country will provide. It will be an attractive, eye-catching ad to attract potential visitors. Our current ads have been in use for several years and while we can't afford to replace all the ads in one year, by doing one new one this year will be beneficial to the development of starting the process of creating new ads.

We are requesting to use \$400 to design this new ad from our Opportunity Marketing budget.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- 1.1.e Conduct research annually to measure results of advertising and web marketing, and improvements in return on investments.
- 3.1. Incorporate responsible use messages and geotourism ethics into tourism marketing publications and websites by 2009.

Refer to the portions of your marketing plan, which support this project.

- 1) Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.
- 2) Increase awareness of Missouri River Country and the organization's role in regional tourism development.

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How does this project support the Strategic Plan?

Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

New Ad Design

Opportunity

FY08/09

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Project Administration	\$50	+	\$0	=	\$50
Design/Layout	\$125	+	\$0	=	\$125
Art Production	\$180	+	\$0	=	\$180
Production Planning/Supervision	\$45	+	\$0	=	\$45
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$400		\$0		\$400

MARKETING/ADVERTISING:

	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0	+	\$0	=	\$0
	\$0				\$0
TOTAL	\$0		\$0		\$0

TRAVEL:

Freight/Shipping	\$0	+	\$0	=	\$0
Booth Space	\$0	+	\$0	=	\$0
Transportation	\$0	+	\$0	=	\$0
Meals (dinner receptions)	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Misc. (vehicle rental, per diem)	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:

Coordination Costs	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB					
PROJECT TOTAL	\$400	+	\$0	=	\$400